

1 of Cook County's population.

2 The reason it's so important that you're  
3 here tonight talking about this in Chicago is because  
4 Chicago serves as the best example of what harm can  
5 result from the current media ownership limits. A  
6 single company, Clear Channel, either owns or has a  
7 financial interest in all five of the stations that  
8 most Black people listen to in Chicago.

9 What does this mean? In Chicago, one  
10 company almost entirely dominates the Black  
11 community's radio music industry, the advertising  
12 rates, and most importantly, our main source of news  
13 and information about the Black community.

14 I came here today to talk about something  
15 that is absent, and it's difficult to talk about  
16 something or someone that's not here. So let me ask  
17 you to note the empty pairs of shoes that I have here  
18 in front of me. I draw your attention to them, and I  
19 do ask you to permit me some leeway in that. These  
20 empty shoes signify the absent who have been  
21 silenced, people who are no longer on the air in  
22 Chicago.

23 This pair might belong to a local  
24 independent record producer who couldn't get his  
25 record played because these types of programming

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1 decisions are no longer made locally in Chicago.

2 This pair might belong to a local company  
3 owner of a Black hair care company, and she can't  
4 afford Clear Channels advertising rates. She's  
5 looking for --

6 (Applause.)

7 MS. BOND: -- she's looking for a  
8 competitive rate, and it doesn't actually exist. So  
9 this is an absent Black advertiser.

10 This pair might belong to a child who wants  
11 their community event advertised on Black radio in  
12 Chicago. An absent community announcement.

13 And this pair might also belong to a local  
14 Black public official who was looking for a station  
15 not affiliated with the one where he had a really bad  
16 interview experience. But there is no really  
17 unaffiliated station in Chicago. So this represents  
18 also an absent Black public official.

19 (Applause.)

20 MS. BOND: These empty shoes signify the  
21 regulations allowing increased ownership consolidation  
22 and the silenced voices in the City of Chicago. These  
23 people are now absent from Chicago radio. I ask that  
24 you let these silent empty shoes speak to you during  
25 this hearing, Commissioners.

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1           Regarding the solutions and policy  
2 recommendations, hopefully today you will get  
3 information and background, both factual and  
4 anecdotal, as to the harm that's been done by the  
5 media ownership limits. The National Black Coalition  
6 for Media Justice would ask the FCC to partner with  
7 our organization to work on solutions to this problem.

8           We think a fantastic first step would be  
9 creating a bipartisan, independent panel to review the  
10 policy recommendations made by the FCC's own Diversity  
11 Committee. Certainly Congress should encourage  
12 ownership, but we agree with Commissioner Adelstein  
13 that there should be a comprehensive response to solve  
14 this problem.

15           And I will make available to you a document  
16 that includes some of our recommendations. One of  
17 those recommendations would be for more transparent  
18 licensing review procedure. Another would be that any  
19 media organization that uses the public airwaves  
20 should be required to fill a majority of the seats on  
21 its governing board with members chosen by a public  
22 election process.

23           (Applause.)

24           MS. BOND: Finally, third, we recommend  
25 that you do not relax the media ownership limits any

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1 further. And in addition, we ask that, after weighing  
2 the factual and anecdotal evidence that you hear here  
3 tonight, that you support the rollback of the  
4 Telecommunications Act of 1996, and its replacement  
5 with new law that can begin to break up the egregious  
6 conglomerates and ensure mandatory local community  
7 access.

8 I thank you for being here tonight. We  
9 plan to be a resource, we plan to pursue this through  
10 the Congress, through the courts. We will not back  
11 down from this issue.

12 MODERATOR SIGALOS: Thank you, Ms. Bond.

13 (Applause.)

14 MODERATOR SIGALOS: Thank you.

15 Ms. Canary.

16 MS. CANARY: Thank you. I'm glad that  
17 Karen is leaving the shoes, because I think we should  
18 all be thinking about the people that are not being  
19 represented, are not being served by the broadcast  
20 industry.

21 I'm Cynthia Canary. I'm Executive Director  
22 of the Illinois Campaign for Political Reform, and I'm  
23 also a member of the steering committee of the Midwest  
24 Democracy Network.

25 Earlier this summer, the Democracy Network

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1 shared the results of a study that the University of  
2 Wisconsin Madison News Lab conducted, which found that  
3 television broadcasters in Illinois, Minnesota, Ohio,  
4 Wisconsin, and Michigan had failed to meet the most  
5 vital public service obligation to promote informed  
6 civic participation.

7 A 2006 poll conducted by Belden Russonello  
8 & Stewart found that 88 percent of the 2000  
9 Midwesterners surveyed felt that if they had more  
10 information about government they would be better able  
11 to keep it accountable. At a time when the City of  
12 Chicago, the County of Cook, and the State of Illinois  
13 are enmeshed in political scandal, as well as  
14 budgetary and really bad transit woes, it has --

15 (Applause.)

16 MS. CANARY: -- never been more important  
17 to have an informed and watchful public. Despite the  
18 plethora of cable channels, websites and other  
19 information sources, 59 percent of Americans get their  
20 news from local television, 76 percent of Americans  
21 claim it's their chief source of election news.

22 Indeed, local television news is the ideal  
23 vehicle for providing people with the information  
24 about the world they live in, and how they will be  
25 effected by government policies. Unfortunately,

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1 viewers are literally more likely to get a detailed  
2 weather forecast than they are an analysis of the  
3 budget debates in Springfield.

4 (Applause.)

5 MS. CANARY: No television station in  
6 Illinois has a dedicated bureau in our state capital.  
7 Reporters are only sent down when fireworks are  
8 expected. The same is true of coverage of the county  
9 and the city. Local government is only covered when  
10 things go off the rails, and even when there's -- then  
11 don't get the coverage of public policy.

12 (Applause.)

13 MS. CANARY: For suburban Chicago, news  
14 coverage of governmental bodies is virtually non-  
15 existent.

16 Today I want to share the findings of a  
17 news lab study that's hot off the press, of Chicago's  
18 four stations, ABC, CBS, FOX, and NBS, the affiliates  
19 in Chicago. It was a study from July 2 to September  
20 14, so it ended just a few days ago, looking at the  
21 morning news, the early evening news, and the late --  
22 the 10:00 news.

23 This data collection effort is the most  
24 extensive study of television news outside of an  
25 election cycle, and I'm afraid that the results aren't

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1 too surprising. For every 30 minute local news  
2 broadcast, commercials comprise seven minutes, sports  
3 and weather together make up over six minutes,  
4 government coverage draws a little over three minutes  
5 of news, about the same time that's related to crime.

6 Crime's going down in Chicago, but crime coverage is  
7 not.

8 Now to some people, three minutes of news  
9 coverage about government may seem like a lot. But I  
10 want to remind you that a lot of that news coverage is  
11 packaged. It comes from New York, it comes from  
12 Washington. It may be important news, but it does not  
13 qualify as local news. It is not news about our city,  
14 our county, our state.

15 I can personally attest that the politics  
16 in this city and this state are take-no-prisoners.  
17 They are rough, they are raucous. It is sometimes  
18 really troubling how we conduct politics. Sometimes  
19 it's really disappointing, but it's never dull. It's  
20 drama. In other words, it's the stuff of good TV.  
21 The raw material is there.

22 I believe our local broadcasters can do  
23 better. Unfortunately, with further media  
24 consolidation there is little reason to expect more.  
25 Consolidation, out-of-state ownership, only reduces

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1 local coverage. We need media ownership that looks  
2 like the city we live in, that cares about the city we  
3 live in.

4 Instead I hope that the FCC will retool the  
5 broadcast license renewal process and help to ensure  
6 that our television stations are meeting public  
7 interest obligations providing the citizens of this  
8 city with a window onto the political and governmental  
9 issues that affect their lives. Thank you very much.

10 MODERATOR SIGALOS: Thank you.

11 (Applause.)

12 MODERATOR SIGALOS: Thank you, Ms. Canary.  
13 Mr. Chadwick.

14 MR. CHADWICK: Thank you.

15 Good evening, Chairman Martin and fellow  
16 Commissioners. I would agree with -- can you hear me?

17 (Pause.)

18 MR. CHADWICK: Is that better?

19 Good evening, Chairman Martin and fellow  
20 Commissioners. I would agree with Mr. Benton, it's a  
21 tough act to follow.

22 I'm John Chadwick, General Manager of WREX,  
23 also the State Line CW, and a website, wrex.com. I am  
24 a small market broadcaster. And each one of those  
25 platforms plays an essential role in our strategy in

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1 attracting and retaining advertisers and meeting the  
2 information needs of our region.

3 It's a tough job. We've had to do that by  
4 centralizing our back office operations, accounting,  
5 traffic, master control, and we're able to realize  
6 efficiencies in doing that, that contribute meaningful  
7 to our financial performance. Because we haven't been  
8 able to raise rates, we've found other ways to be  
9 efficient. Our total market revenue is not growing.

10 I tell you all of this because we try to  
11 enhance the ability to maintain a strong community  
12 service. I want to tell you today that our commitment  
13 to the public service is great. But really the best  
14 way for me to explain our commitment to serving the  
15 communities in our region is with several examples.

16 First of all, we do a great deal to support  
17 local fundraising efforts. Over the past two summers  
18 we've experienced successive 100 year floods. I don't  
19 know how that happens, but it has. And it's caused  
20 substantial hardship to the homeowners in the  
21 communities that were hit. Most of these people have  
22 been hit twice, and have lost most of their immediate  
23 possessions, furnaces, basic ways to live. These  
24 aren't rich communities.

25 But we've partnered with the Northern

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1 Illinois Community Foundation and our largest daily  
2 newspaper to establish an endowment fund to aid  
3 victims of local natural disasters. We encourage  
4 viewers to give, we tell their stories. To date we  
5 have raised \$80,000 towards that endowment, and we're  
6 very proud of that. We've also expanded on  
7 partnerships with the Community Foundation and the  
8 *Rockford Register Star* in national issues. We raised  
9 more than \$300,000 for victims of Hurricane Katrina.

10 (Applause.)

11 MR. CHADWICK: We also assist local fire  
12 departments with training. Our videographers are  
13 routinely at accident scenes, shooting fires, and  
14 extensive video. We're asked by police and fire  
15 departments to help them. We provide the raw footage  
16 that they can use as training materials to refine  
17 their methods, critique their performances of  
18 individual members, and we gladly do that.

19 As content providers, we're also serving a  
20 diverse audience. We have added newscasts of public  
21 affairs programs. We haven't shrunk. We have a 9:00  
22 newscast on our CW station, with a different anchor  
23 targeting a different audience, much younger,  
24 providing another voice in the community.

25 The vast majority of our resources go to

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1 news, for two reasons. They want -- viewers want our  
2 content, and that is the face of our station. So we  
3 do it for several reasons. But we're also involved in  
4 the community in other ways, and it extends to local  
5 programming.

6 We partner with the Rockford Symphony  
7 Orchestra to bring a holiday pops concert. All the  
8 money that was raised for that goes to the symphony.  
9 We don't keep it. Additionally we are high school  
10 sports, special messages, we help the United Way with  
11 community programs, we host local debates and town  
12 hall meetings.

13 Our company strongly encourages our  
14 employees to become involved in the community, and  
15 facilitates their ability to do so. Employees are  
16 involved in a wide range of activities, including Big  
17 Brothers/Big Sisters, Junior Achievement, Crime  
18 Stoppers, hospitals, tourism, and economic  
19 developments. We're involved in truancy efforts, the  
20 Parks and Recreation, and the arts. We are involved  
21 as board members, mentors and volunteers.

22 Prior to joining Quincy Newspapers, who  
23 owns our station, as General Manager, I worked in a  
24 small market for a single station owner that did not  
25 encourage employees to participate, or invest in the

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1 community. But our ownership believes in supporting  
2 the community efforts and owns multiple stations.  
3 There is much good being done by some multiple station  
4 owners.

5 MODERATOR SIGALOS: Thank you.

6 MR. CHADWICK: Thank you.

7 (Applause.)

8 MODERATOR SIGALOS: Thank you, Mr.  
9 Chadwick.

10 Ms. Cooper.

11 MS. COOPER: Good evening, Chairman Martin,  
12 Commissioners Tate, Copps, Adelstein, and McDowell.  
13 You owe me a visit. I'm Melody Spann Cooper. I am  
14 Chairman of Midway Broadcasting Corporation, owner of  
15 WRLD 1450 AM, and as a result of a precedent setting  
16 lease management agreement with Clear Channel  
17 Communications, Operator of WVON 1690 AM.

18 I am a second generation owner. My father,  
19 Pervis Spann, and his partner Wesley South, are the  
20 principals in Midway Broadcasting Corporation. As a  
21 result of an overzealous, entrepreneurial spirited  
22 father, my career in radio began at the ripe old age  
23 of 14 when my dad and his partner were granted their  
24 license to the 1450 signal.

25 Since 1979 to present, our broadcast hours

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1 on our 1450 frequency are from 10:00 p.m. until 1:00  
2 p.m. the next afternoon, when we relinquish the  
3 frequency to another broadcast owner for the remaining  
4 nine hours. If this sounds unconventional, it is.  
5 Our 1450 frequency holds the dubious distinction of  
6 being one of a few radio stations that share a  
7 frequency in the entire country.

8 According to NABOB, the National  
9 Association of Black Owned Broadcasters, of which I am  
10 a member, African-Americans make up approximately 13  
11 percent of the U.S. population, but own only 13 full  
12 powered television stations across the country. That  
13 means that of approximately 1300 licensed TV stations,  
14 African-Americans represent approximately 1 percent of  
15 total ownership.

16 Similarly, African-Americans own 245 radio  
17 stations out of the 11,000 licensed radio stations in  
18 the country. That represents a mere 2.2 percent  
19 African-American ownership. The loss of African-  
20 American owners has now reached 35 percent, from 130  
21 companies down to 85 companies.

22 Out of the top three markets in the U.S.,  
23 New York, Los Angeles, and Chicago, there are only  
24 five African-American owned radio stations represented  
25 by four African-American owners. It is clear that

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1 this loss of diversity of ownership was directly  
2 caused by the passage of the Telecommunications Act of  
3 1996.

4 The Telecom Act allowed a significant  
5 amount of consolidation of ownership of the broadcast  
6 industry into the hands of a few large companies. As  
7 a result, many owners of one or two stations found  
8 themselves unable to compete and sold their stations  
9 to larger competitors.

10 The dominance of these large companies has  
11 now reached a point that most financing sources will  
12 no longer consider investing in new licensees seeking  
13 to purchase a single station. That represents a  
14 substantial barrier for emerging market entrepreneurs  
15 entering the broadcast industry, or wishing to expand  
16 their broadcast portfolio.

17 As the owner of the only African America  
18 owned radio station in Chicago, I am familiar with the  
19 pressures that consolidation places on small broadcast  
20 companies. As a business owner, however, I am  
21 sensitive to other entrepreneurs who have the capacity  
22 to expand their business.

23 Therefore, to suggest that those majority  
24 broadcasters who have built capacity should relinquish  
25 their control is a misnomer. However, because the

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1 licenses are government regulated, it is imperative  
2 that the government enforce specific measures that  
3 will benefit independent broadcasters, such as myself,  
4 so that I too may grow capacity and compete in today's  
5 market place.

6 Three days ago, VON celebrated its one year  
7 anniversary of its historic lease management agreement  
8 with Clear Channel, which expanded our reach from 1000  
9 watts 15 hours a day on our 1450 frequency to a 10,000  
10 watt 24 hour a day signal. In four years -- thank  
11 you --

12 (Applause.)

13 MS. COOPER: Thank you very much. In four  
14 years I need to pay Clear Channel. And it is a hefty  
15 sum that I have to pay Clear Channel.

16 (Applause.)

17 MS. COOPER: But it will make me the proud  
18 owner of this powerful signal that I now operate.

19 Here are several recommendations that can  
20 be adopted that can assist me when -- help me meet my  
21 obligation. Re-institute the tax certificate that was  
22 dismantled in 1995.

23 (Applause.)

24 MS. COOPER: The certificate is a  
25 tremendous incentive for majority owners who will save

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1 millions of dollars through acquisitions made with  
2 African-Americans and other emerging market  
3 broadcasters. However, safeguards should be  
4 implemented to prevent exploitation of those buyers  
5 through the acquisition process.

6 Banks and other funding sources find  
7 bundling properties more attractive when investing.  
8 That works if your goal is to build size, like my  
9 mentor, Cathy Hughes, Chairman of Radio One who is the  
10 greatest example of an African-American woman has  
11 built a national media empire.

12 (Applause.)

13 MODERATOR SIGALOS: Thank you. Thank you,  
14 Ms. Cooper.

15 MS. COOPER: Excuse me. Mr. Chairman, can  
16 I -- I just got a little bit more. Am I okay to  
17 complete it? Just a little bit more.

18 CHAIRMAN MARTIN: She's okay. I promised  
19 her ahead of time.

20 MS. COOPER: Her growth was predicated on  
21 acquisitions and developing a larger geographic  
22 footprint. Because I am independent, I have chosen to  
23 manage my growth organically by reinvesting in my  
24 business and purchasing stations that will allow me to  
25 have scale. My formula offers the ability to focus on

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1 my target market and develop a broader and deeper  
2 relationship with local businesses and my community.

3 If size were the only  
4 barometer of success, then United Airlines would not  
5 have gone out of -- into bankruptcy. Southwest  
6 Airlines, a much smaller organization, would have been  
7 a more likely candidate. However, Southwest had a  
8 scalable model for delivering customer service in a  
9 downward trending market.

10 And finally, if the radio market continues  
11 to go flat, savvy majority owners will consider them a  
12 less attractive asset. Government must entertain  
13 ideas and concepts that will entice them to offer  
14 these stations to emerging markets in a market-based  
15 first right of refusal, particularly in markets where  
16 majority owners have reached their ownership limit.

17 This should not be viewed as an affirmative  
18 action programs, or charity. However, the playing  
19 field is so unbalanced, that such a bold and  
20 innovative policy would lead to a more diversified and  
21 level playing field.

22 Many have pondered how VON has managed to  
23 survive and remain such a vital force in such a  
24 volatile industry. I am a broadcaster's broadcaster,  
25 I have survived because I have remained true to why

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1 radio exists, to be a voice that serves one of the  
2 most important segments of Chicago's population. I  
3 have achieved a lot with so little.

4 With a little innovation and ingenuity,  
5 from you Chairman Martin, Commissioners Adelstein,  
6 Copps, Tate and McDowell, the possibilities for me and  
7 many other emerging market broadcasters who want to  
8 play in Chicago are endless.

9 Thank you.

10 MODERATOR SIGALOS: Thank you.

11 (Applause and cheering.)

12 MODERATOR SIGALOS: Mr. Dyson.

13 MR. DYSON: Five minutes goes by -- is it  
14 on?

15 (Pause.)

16 MR. DYSON: I've scratched three quarters  
17 of what I wanted to say. I'm the guy that gave you  
18 Tom Joyner, as well as today's newest urban radio  
19 phenomenon, Steve Harvey. *The Tom Joyner Morning Show*  
20 is an early example of consolidation that is both bad  
21 and good. He's on 150 plus radio stations, and as a  
22 result of his presence on these stations, he has  
23 eliminated approximately 800 jobs in radio.

24 The upside though is that *The Tom Joyner*  
25 *Morning Show* has given Black America a national voice

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1 and platform that has forced the powers that be to  
2 recognize the power of Black consumers, raised  
3 hundreds of millions of dollars for Black colleges,  
4 saved tens of thousands of lives with his Take a Loved  
5 One to the Doctor Day, and just this morning, *The Tom*  
6 *Joyner Morning Show* had reporters in general Louisiana  
7 reporting all that was going on from a Black  
8 perspective to 150 Black radio stations all over the  
9 country.

10 (Applause.)

11 MR. DYSON: I own 23 radio stations in six  
12 markets. I'm one of the lucky ones.

13 In my opinion, big radio companies are not  
14 the enemy, consolidation is not the enemy, listener  
15 demands are not the enemy, wannabe radio station  
16 owners are not enemy, big government is not the enemy,  
17 White, Red, Yellow, and Brown people are not the  
18 enemy, NABOB, the FCC, special interest groups and  
19 others are not the enemy. The enemy is many of us,  
20 and our personal agendas and our let me get mine and  
21 to hell with you attitudes.

22 I think we all know deep down inside, in  
23 that place that we can our psyche, that our  
24 collective -- in our collective conscience, we can do  
25 better. We can work together better.

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1 All right. Where do we start? I would  
2 suggest that the FCC convene a series of separate  
3 meetings for radio, TV stations, and newspapers, each  
4 meeting to consist of 20 to 25 people representing  
5 minority media owners, Black, Brown, White and Yellow,  
6 activist organizations, educators, and our best and  
7 brightest young media entrepreneurs, and wannabe media  
8 owners. And the agenda of these meeting would be able  
9 to draft fair and equitable rules for all of us.

10 I'm rushing, guys, because five minutes is  
11 not enough time.

12 The Black tax -- and bring back the Black  
13 tax as broadcasters have suggested so that any  
14 minority -- majority broadcaster that sells to a  
15 minority can get tax credit. Tax credit is not the  
16 sole solution to getting minority ownership, but it's  
17 a start. In addition to the tax credit, though, the  
18 FCC needs to monitor the price that the sellers will  
19 be asking minority buyers to pay. A tax credit does  
20 not help the minority buyer if the sale price of the  
21 property is ridiculous high and allow -- and forces  
22 the owner to doom and ultimately failure in  
23 bankruptcy.

24 Lending institutions need to get serious  
25 about making funding available to qualified minority

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1 persons who want to own radio stations. And I do not  
2 mean qualified for minorities that is hard,  
3 cumbersome, and nearly impossible to qualify for, and  
4 different though easier to qualify for others. Make  
5 the good ole boy network a network for all of us.  
6 Let's do a couple of things we've not done, let's stop  
7 the lip service, let's insist, nay, let's demand more  
8 minority participation in ownership of radio  
9 properties in this country.

10 Those of us in radio have created, nurtured  
11 and promoted our own competition with pod casts, HD  
12 radio, satellite radio, internet streaming, and  
13 webcasts. Are we crazy? Yes. Crazy like a fox.  
14 We're ensuring that radio will continue to survive, in  
15 perhaps many different formats, but survive  
16 nevertheless. So let's now nurture and promote more  
17 minority participation and ownership, because it too  
18 will ensure that radio will continue to survive.

19 In closing, please let me say that I am not  
20 totally against media consolidation. I am, however,  
21 against more media consolidation at this time. I  
22 would prefer that until there are real opportunities  
23 for many more people that look like me to own radio  
24 stations, that further consolidation should not  
25 happen. Thank you.

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1 MODERATOR SIGALOS: Thank you, Mr. Dyson.

2 (Applause.)

3 MODERATOR SIGALOS: Mr. Langmyer.

4 MR. LANGMYER: Good evening. Good evening.

5 I'm Tom Langmyer. I'm the Vice President and General  
6 Manager of WGN Radio, The Tribune Company's station  
7 here in Chicago.

8 I've been with the station for a couple of  
9 years, but have spent nearly 30 years in the field of  
10 radio broadcasting. From the time I was a child I  
11 wanted to work in radio because radio was about  
12 localism, it was about the honor of providing service  
13 to the community.

14 And today I'm proud to lead a Chicago  
15 station that still deliver live local radio 24 hours a  
16 day, seven days a week, with all local program hosts  
17 and a fully staffed news department, remote broadcasts  
18 from the Chicago area communities, and traffic, and  
19 weather, and information.

20 Our mission is to provide a hometown  
21 connection with familiar voices that listeners know  
22 and they trust. WGN is a real radio station with live  
23 unique and originally produced programming. If you'd  
24 rather not take my word for it, turn on WGN, we're at  
25 720 on the AM dial, and just listen for yourself and

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1 you be the judge.

2 Tribune Company owns the *Chicago Tribune*  
3 newspaper, they own WGN-TV, CL-TV and WGN Radio. And  
4 in 1924 the company was licensed to bring WGN Radio to  
5 the airwaves to provide a new service to the  
6 community. Today, with so many choices and  
7 technologies, other radio stations, internet radio,  
8 iPods, satellite radio, WGN remains a vital service  
9 after 83 years, through localism and community  
10 involvement.

11 Our long time connection with the *Chicago*  
12 *Tribune* has allowed us share resources so that we may  
13 continue to be one of only a handful of so-called full  
14 service radio stations in the country today. We know  
15 that being licensed gives us the privilege and the  
16 responsibility to serve our community. And here are  
17 just a few services the Tribune Company accomplishes  
18 through WGN Radio.

19 Almost 40 years ago, the WGN station  
20 created the Neediest Kids Fund, and it was created to  
21 serve the children in our community, and youth. It  
22 became a fund of the McCormick Tribune Foundation in  
23 1992 for further strength, and has granted more than  
24 \$16 million to local non-profit agencies.

25 The Foundation, established in 1955 from

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1 the charitable trust of the *Chicago Tribune* publisher  
2 and owner, Colonel Robert McCormick, matches funds  
3 raised by the WGN Radio Neediest Kids Fund at 50  
4 percent. Because the Foundation and WGN Radio pick up  
5 all administrative and fundraising costs, all of the  
6 funds raised go directly toward helping the needy in  
7 our community.

8 The Foundation's communities program also  
9 partners with Tribune newspapers and the company's TV  
10 stations around the country. And since 1991, the  
11 program has granted more than \$700 million in 30  
12 cities across the country. This year, the WGN Radio  
13 Neediest Kids Fund raised and distributed a total of  
14 \$500,000 in grants for the childhood hunger and youth  
15 programs to 28 agencies throughout Chicago.

16 WGN Radio supports causes that celebrate  
17 diversity in the media. For example, WGN Radio's  
18 Neediest Kids Fund has raised money with the McCormick  
19 Tribune Foundation over the past nine years to grant  
20 nearly \$300,000 to help support Radio Arte, 90.5 FM, a  
21 youth radio broadcasting training program operated by  
22 the National Museum of Mexican Art.

23 WGN Radio is a go to source for Chicagoans  
24 looking for local information. WGN Radio's emergency  
25 closing center is the only service of its kind here,

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1 gathering and broadcasting information from schools,  
2 businesses, and organizations when they have to close  
3 due to weather or other emergencies. We put it online  
4 for anyone who needs it.

5 It is important to know that WGN does not  
6 air any program length network syndication. We don't  
7 do voice tracking. We're live and we're local. WGN  
8 Radio's 24/7 news coverage is strengthened and  
9 expanded by our unique position with the Tribune  
10 Company.

11 And I mentioned earlier, our relationship  
12 with the *Chicago Tribune* allows us to share news  
13 gathering resources that literally bring the world to  
14 our listeners. Foreign correspondents for the *Tribune*  
15 frequently appear on WGN Radio, and a perfect example  
16 was when embedded *Tribune* correspondents appeared live  
17 from the deserts from Iraq. These were first hand  
18 accounts with local angles that went well beyond the  
19 national reports from our network, ABC.

20 *Tribune* reporters supplement our local  
21 coverage as well, not only here, but also in  
22 Springfield. Our news desks are in regular contact  
23 making the station stronger than it could be on its  
24 own in helping to use the broadcast medium, which is  
25 both free and universal, to a greater advantage.

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